



Contacts:

Nancy Knutson
Jack Link's Beef Jerky
(715) 466-2234
nancyk@jacklinks.com

Martine Larson
Carmichael Lynch Spong
(612) 375-8522
jacklinks@clynch.com

FOR IMMEDIATE RELEASE

**JACK LINK'S CHALLENGES STUDENTS TO A
CREATIVE SHOWDOWN**

Jack Link's® Beef Jerky Offers Student Filmmakers a Chance to Create Their Own TV Spot

Minong, Wis. (Aug. 31, 2010) — Jack Link's® Beef Jerky, the No. 1 U.S. meat snack brand, is giving film and advertising students a chance to create their own Jack Link's TV commercials. The "Messin' With...? Student Film Contest" invites students to create and produce a 30-second TV spot using Jack Link's award-winning Messin' With Sasquatch advertising campaign as their guide.

"Since its introduction in 2006, Jack Link's Messin' With Sasquatch campaign has achieved cult-like status and fans across the country have posted thousands of parody and tribute videos online," said Jeff LeFever, director of marketing, Jack Link's Beef Jerky. "The Messin' With...? Student Film Contest asks film students to put their own unique spin on the original 'Messin' With' theme without using Jack Link's brand icon, Sasquatch."

Video entries may be submitted via e-mail to jacklinks@clynch.com beginning Sept. 1 through Oct. 20, 2010. All entries will be available to view online at www.youtube.com/jacklinksmessinwith. At the end of the submission period, a panel of judges representing Jack Link's Beef Jerky will choose one winner that exemplifies the spirit of the "Messin' With" campaign in the most original and creative way.

The winning submission will air on ESPN during the 2010 World Series of Poker Final Table this November. In addition, its creator will receive a Sasquatch-sized prize package worth \$2,500—including round-trip airfare for two to Las Vegas, a two-night stay at the Rio® All-Suite Hotel and Casino, two tickets to attend an exclusive World Series of Poker viewing party in Las Vegas to view the winning TV spot live, an expense allowance, product and other prizes.

The official contest rules and regulations are available online at http://www.jacklinks.com/#SubChannel_Channel_SasquatchMessinFilmStudentCommercialContest

JACK LINK'S BEEF JERKY – Feed Your Wild Side.

Headquartered in Minong, Wis., Jack Link's is the No. 1 U.S. meat snack brand and fastest growing meat snack manufacturer worldwide. The Jack Link's brand represents a heritage of quality and consumer trust. In addition to its premium products, Jack Link's is known for its popular Messin' with Sasquatch advertising campaign which has achieved nearly cult-like status. The commercials feature pranksters playing sophomoric pranks on an unsuspecting Sasquatch. Check out www.JackLinks.com for more information.

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